

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : ADVANCED TECH. PROD. &amp; SERV

Sub-Sector: COMPUTERS HARD/SOFTWARE &amp; COMP

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	32900.00 \$M	34545.00 \$M	36270.00 \$M	38100.00 \$M
Canadian Exports	244.00 \$M	367.00 \$M	385.00 \$M	404.00 \$M
Canadian Share of Market	0.00 %	1.00 %	1.00 %	1.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	75.00 %
JAPAN	11.00 %
GERMANY WEST	5.00 %
UNITED KINGDOM	2.00 %
FRANCE	2.00 %
OTHER COUNTRIES	4.00 %

Current Status of Canadian  
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. NOTE!!! (THIS IS FOR HARDWARE ONLY) NOT SOFTWARE!!
2. Lap Top Portables
3. Communications
4. Expansion Boards

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Bilateral economic trade agreement

Factors for Canadian exports not reaching market potential:

- \_\_\_\_\_  
- \_\_\_\_\_